

a processing unit which performs a control for displaying the advertisement image stored in the storage device.

22. (New) An image forming apparatus according to claim 21, wherein said processing unit performs a control for displaying the stored advertisement image in a predetermined order.

23. (New) An image forming apparatus according to claim 21, wherein said processing unit prohibits the display of the advertisement image on said display when the information for operating the image forming apparatus is displayed on said display.

24. (New) An image forming apparatus according to claim 21, wherein said processing unit performs a control for displaying the advertisement image on said display in a predetermined order at predetermined intervals.

25. (New) An image forming apparatus according to claim 21, wherein said operation panel comprises an input device which inputs a condition for displaying the advertisement image.

26. (New) An image forming apparatus according to claim 25, wherein the condition includes a time period for displaying the advertisement image on said display and a priority level for displaying the advertisement image.

27. (New) An image forming apparatus according to claim 25, wherein said processing unit performs an accounting process in accordance with the condition inputted by said input device.

28. (New) An image forming apparatus according to claim 27, wherein said processing unit performs a control for displaying the advertisement image whose accounting process has been performed in accordance with the condition inputted by said input device.

29. (New) An image forming apparatus according to claim 26, wherein said processing unit prohibits the display of the advertisement image on said display when the time period inputted by said input device has elapsed.

30. (New) An image forming apparatus according to claim 29, wherein said processing unit performs a control for deleting the advertisement image from said storage device when the time period has elapsed.

31. (New) An image forming apparatus reads an original image and forms an image corresponding to the original image on a sheet, comprising:

a display which usually displays information for operating an image forming apparatus;

an operation panel which designates an advertisement registration for displaying an image on said display for an advertisement;

a scanner which reads an original image to be registered when the advertisement registration has been designated by said operation panel;

an input device which inputs a message to be corresponded to the original image read by said scanner;

a storage device which stores the image read by said scanner as an advertisement image, and the message inputted by the input device corresponding to the advertisement image; and

a processing unit which performs a control for displaying the advertisement image and the message corresponding to the advertisement image.

32. (New) An image forming apparatus according to claim 31, wherein said operation panel comprises a second input device which inputs a condition for displaying the advertisement image and the message.

33. (New) An image forming apparatus according to claim 32, wherein the condition includes a time period for displaying the advertisement image and the message on said display, a priority level for displaying the advertisement image and the message, and an amount of data of the advertisement image and the message.

34. (New) An image forming apparatus according to claim 33, wherein said processing unit performs an accounting process in accordance with the condition inputted by said second input device.

35. (New) An image forming apparatus according to claim 34, wherein said processing unit performs a control for displaying the advertisement image and the message whose accounting process has been performed in accordance with the condition inputted by said second input device.

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